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# SIERRA MADRE NEWS

VOL. 20, NO. 31

SIERRA MADRE, LOS ANGELES COUNTY, CALIFORNIA

FRIDAY, APRIL 30, 1926

## All School Children of City Join in May Day Pageant To Celebrate School Week

Public School Week will be observed in Sierra Madre this afternoon with what promises to be one of the most delightful programs ever seen on the Sierra Madre school grounds. It will begin at 2:30 p. m.

Every child enrolled in the school is to take part in the May Day music festival. Most of them will be in special costumes. The program will include an address by Judge Georgia Bullock of Los Angeles, a well known woman lawyer and a speaker of unusual ability.

The stage for the pageant will be the circular lawn plot in front of the school house. A screen of graceful palm leaves has been erected through cooperation of the city street department, for a back ground. On the sloping ground above the lawn, clear up to the school house, seats will be provided for the public on one side and the school pupils on the other. Miss Elizabeth Steinberger, principal, says she believes provision has been made to seat everybody who attends.

### Queen a Secret

Who will be the May Queen? That is the mystery which has kept the school pupils in suspense throughout the period of preparation. Everybody has been rehearsed carefully but the queen has not appeared at the general rehearsals. So the performers well as the public will have a surprise sprung upon them.

The pageant is in four episodes, the various grades being grouped according to age. The teachers have charge of the costuming and drill for the particular episodes in which their grades take part.

Miss Mary Pfahler, director of music, has been in general charge of the pageant. She has been assisted by Mrs. E. T. Gruit, who plays the accompaniments, and Mrs. W. C. Black, who has helped with the dances.

The pageant program will be as follows:

Fairy Episode: 1st, 2nd and 3rd grades.

1. Kinderband—Amaryllis.

2. Songs.

a. Winding the Maypole.

b. Song of Fairies.

c. Fairy Bells.

3. Fairy May Dance.

Japanese Episode: 3rd and 4th grades.

a. Japanese Maiden.

b. Japanese Cradle Song.

c. A Japanese Fantasy.

2. Japanese Dance.

Gypsy Episode: 5th and 6th grades.

1. Songs

a. Gypsy Song.

b. The Gypsy Trail.

c. The Gypsy's Song.

d. Gypsy Weather.

2. Gypsy Dance.

American Episode: 7th and 8th grades.

1. Crowning of May Queen.

2. Songs.

a. A May Morning.

b. When Life Is Brightest.

c. Maypole Dance.

3. May Pole Dance, 8th grade.

4. Departure of Queen.

## Many Books For Nurses In Hospital

Nearly 400 books were brought to the Park house on the occasion of the Book Tea given by the American Legion Auxiliary last week. These were contributed for the library of the disabled nurses at the new government hospital at San Fernando, by whom they will be much appreciated. The Auxiliary members and officers wish to thank all who cooperated to make the event a success.

Members of the Auxiliary are now busy making poppies to be sold on and before Memorial day. This is an annual event, and money so raised goes for child welfare work and for the disabled veterans and nurses.

Gordon MacMillan is acting as substitute night watchman during the absence of Officer W. H. Williams.

## Observations

(By G. B. M.)

### FICTION IS STRANGER IN THIS CASE

Do you know any fictitious characters roaming around Sierra Madre? No, I don't mean suspicious characters, either.

The particular fictitious character wanted now is a bee keeper. And anybody who knows Harold Davenes and the Buchan brothers would know better than to think of bee keepers as suspicious characters.

The question came up in this way. Assistant Postmaster Florence Wicks was distributing mail the other day and came across a letter addressed:

JAMES LEWIS MAC FARLANE

Sierra Madre Apairy

Sierra Madre, Cal.

Nobody on Postmaster Wright's staff knew of any post office patron so designated. Then it dawned upon Mrs. Wicks that James Lewis MacFarlane was the name of the hero of Gene Stratton Porter's "Keeper of the Bees," and he called his bee dormitories the Sierra Madre Apairy.

Somebody back in Palmer, Kansas, where the letter was postmarked, found the story so realistic that it seemed worth the effort to get in touch with the original. So if you know of any fictitious bee keeper around here tell him to go to the post office and get his mail, for the writer forgot to put a return address on the envelope and it will have to go to the dead letter office if unclaimed.

The envelope is made of deckle edge paper and looks rather rotted.

\* \* \*

### WANTS TO RETURN TO SIERRA MADRE

L. J. Nelson, who built the home now occupied by Ole Hansen Jr., would like to come back to Sierra Madre. He is now in the real estate business with his son in South Pasadena but he can't forget the two years he resided in Sierra Madre and he is willing to have the world know it.

For Mr. Nelson tells about Sierra Madre, among other delights of Southern California, in a little book recently published, which he calls "What Made California." In its 66 pages he tells with a rare combination of whimsicalities and statistics, some of the things that make life interesting, amusing, inspiring, profitable, healthful, or whatever you like, in this part of the world. Much of it is woven around the narrative of his family's experiences in coming out here from Omaha and getting their bearings.

The little book, which sells for 35 cents, is now in its second edition. What Mr. Nelson wrote largely for his own amusement while kept by ill health from more active pursuits, seems destined to go pretty much all over the country, judging by the demand which he reports for the book.

\* \* \*

### TRIBUTE TO SIERRA MADRE

Mr. Nelson assures me that his tribute to Sierra Madre comes from his heart. Looking to the future, he says the time is coming when the world's aristocrats will include the people who are fortunate enough to own a small plot of ground in Southern California, especially if it could be located in that peaceful little village of Sierra Madre, nesting serenely and happily up there in the sturdy arms of old Mt. Wilson and only 18 miles from Seventh and Broadway in Los Angeles; with its unobstructed and wonderful view of the famous San Gabriel valley, a valley which, for verdure, beauty and bounteous productivity, has no equal in the wide, wide world. Then that almighty mountain view, and your indescribably soft, rarefied Sierra Madre air. Have you ever breathed of and experienced its refreshing vigor? Can you ever forget?

Those massive old oaks throughout the little town are always green. That mild, soft summer breeze from the cool Pacific that wafts gently o'er you and peacefully dies out in the mountains' welcome embrace. That deep, rich, productive soil. The clear, cold mountain water in such plenteous supply. A place where people can grow old only in years. Youth will not be cheated.

W. H. Williams, night policeman and traffic officer, was given a leave of absence for one month.

"The writer spent two delightful

## CANYON WORK TO BE THE TOPIC TUESDAY NIGHT

The regular meeting of the Canyon Park Improvement association will be held next Tuesday night at 7:30 in the canyon club house. The officers of the association are anxious for a large attendance.

The last meeting of the association was the most largely attended in its history, due to the keen interest in canyon problems following the flood damage. There was a commendable spirit which gave promise of united action for work which is much needed, and it is hoped the meeting next Tuesday will result in further progress.

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Sierra Madre Apairy

Sierra Madre, Cal.

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"The writer spent two delightful

## Cemetery Is In Need of Cleaning Up

The need of giving the Sierra Madre cemetery its annual cleaning up, brings to mind the peculiar conditions existing in connection therewith. These conditions make the keeping of the cemetery in presentable condition a community responsibility.

In the first place, according to J. N. Hawks, who is now secretary of the cemetery association, the lots have always been sold at prices so low that perpetual care was not possible on the part of the cemetery association. Those burial grounds where perpetual care is provided require that lots be sold at prices several times as great as have prevailed here.

In the second place, a large proportion of the lots are now owned by non-residents. In many cases it is not possible even to obtain the addresses of the owners, to solicit them for funds with which to pay for upkeep.

The association has only a small number of lots left. The proceeds from these will merely return to the stockholders the capital they have invested without any considerable profits.

Under these conditions the responsibility for seeing that the local burial ground is not permitted to go unkempt and disreputable to the screen, among whom are some of the present stars, claims to have made his greatest discovery in Miss O'Neill, who is the personification of charm, has a rare beauty and a natural aptitude for acting. "Mike" is the story Neilan wrote for Mary Pickford, but which she decided not to produce at the last moment. The other principals include William Haines, Charlie Murray, Ford Sterling, Frankie Darro, Junior Coglan, Muriel Frances Dana, Sam De Grasse, villain in "Robin Hood," and Ned Sparks.

The Son of His Father

Harold Bell Wright's latest and best novel, produced for Paramount by the man who made "Adventure" and "Empty Hands," featuring Bessie Love, Warner Baxter and Raymond Hatton. "A Son of His Father," the feature at the Wistaria for Sunday and Monday, is western melodrama at its best. It's a Victor Fleming production, a tale of cattle smuggling along the southern Arizona border.

### Ben Lyon Back

After a splash into comedy in "Bluebeard's Seven Wives" Ben Lyon is back in romantic drama again. His latest picture is "The Reckless Lady," booked for Tuesday only.

Following the original stage production by W. Somerset Maugham more closely than any recent motion picture has followed its original, "The Circle," directed by Frank Borzage for Metro-Goldwyn-Mayer, comes Wednesday and Thursday. Eleanor Boardman, who was featured in more productions than any other screen actress during the past year, is playing a leading role.

This is on a double bill with "Don't," which is hailed as a snappy successor to "Excuse Me."

The chiefs expect to erect their tepees on Oakdale Avenue just east of Shamrock and north of the City Recreation Park, on Friday afternoon of April 30.

The chiefs and squaws will be the guests of Stewart and Ainley for dinner at the Aztec hotel on that evening at which place an entertaining program will be given.

Preceding the Indian program a musical program by local talent will be given and the city manager, Harry Scoville, will speak briefly in behalf of the city of Monrovia and Charles W. Stewart, representing the realty firm and for suggestions as to the lunch each attendant is to bring. Members and friends are cordially invited.—(Committee).

fully fascinating years there and he is now counting the days as he looks toward the return for a permanent existence there in that favored spot where, probably, he will grow back into his boyhood, and mayhap hobnob again with some of those petite high school flappers—who can tell?"

## LEGION WILL GIVE POPULAR DANCE FRIDAY

A dance will be given by the American Legion next Friday, May 7. The entertainment committee of the local post headed by Arthur T. Evans has reserved the Woman's club house for that evening and a good orchestra has been engaged. Tickets are now being sold by members of the Legion and Auxiliary for this social event.

Arrangements are under way for a card party to be given by the Legion and Auxiliary jointly about May 21. Definite announcement as to time and place will be made later.

President, Mrs. Fletcher White.

First vice president, Mrs. E. E. Bacon.

Second vice president, Mrs. M. D. Welsher.

Recording secretary, Mrs. J. N. Hawks.

Corresponding secretary, Miss Virginia Jones.

Treasurer, Mrs. William R. Lees.

Auditor, Mrs. Harvey H. Steinberger.

Directors Mesdames Herman Hall

Robert Corlett, Mary Dickinson,

William E. Gray.

Mrs. White, who will succeed

Miss Ruth Klemme as president,

is a member of the Sierra Madre

city school board, and well known

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RADIUMIZED ELECTRO-MAGNETIC BLANKETS for the Treatment of RHEUMATISM

Are you sufficiently interested in GOOD HEALTH to visit our shop and learn the value of RADIUM and ELECTRO-MAGNETISM in the treatment of Disease?

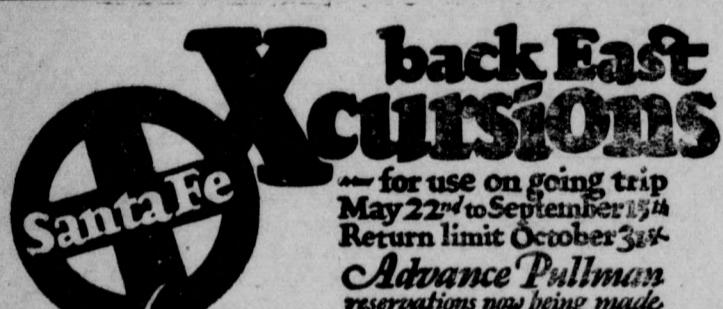
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Read the Wantads - Page 7



### Round Trip Fares

Destination	Fare	Destination	Fare
Akron, Ohio	\$115.54	Louisville, Ky.	\$105.88
Albany, N. Y.	146.30	Memphis, Tenn.	89.40
Asheville, N. C.	121.34	Minneapolis, Minn.	89.40
Atchison, Kans.	75.69	Montreal, Que.	148.72
Aurora, Colo.	110.50	Nashville, Tenn.	102.36
Atlantic City, N. J.	153.34	New Bedford, Mass.	92.02
Baltimore, Md.	143.12	New Orleans, La.	89.40
Birmingham, Ala.	102.86	New York City, N.Y.	151.70
Boston, Mass.	102.86	Niagara Falls, N. Y.	124.92
Buffalo, N. Y.	124.22	Portland, Ore.	121.10
Cedar Rapids, Ia.	85.95	Oklahoma City, Okl.	75.69
Charleston, S. C.	131.40	Omaha, Neb.	75.69
Cincinnati, Ohio	90.30	Parkersburg, W. Va.	123.84
Chicago, Ill.	90.30	Pittsburgh, Pa.	124.06
Cleveland, Ohio	110.40	Portland, Me.	105.60
Cochran, Colo.	112.85	Providence, R. I.	157.79
Columbus, Ohio	87.60	St. Paul, Minn.	89.40
Dallas, Tex.	75.69	Quebec, Que.	180.02
Dayton, Ohio	109.50	Rochester, Minn.	88.70
Denver, Colo.	67.50	Saint John, N. B.	183.12
Des Moines, Ia.	85.55	St. Louis, Mo.	85.69
Detroit, Mich.	109.32	St. Paul, Minn.	91.90
Duluth, Minn.	99.00	San Antonio, Tex.	75.69
Evanston, Ill.	97.90	Savannah, Ga.	121.84
Fargo, N. D.	78.00	Seattle, Wash.	79.50
Galveston, Tex.	78.00	St. Paul, Minn.	91.90
Halifax, N. S.	191.42	Toledo, Ohio	107.14
Harrisburg, Pa.	141.72	Toronto, Ont.	125.72
Havana, Cuba	141.72	Trinidad, Colo.	67.50
Hot Springs, Ark.	86.90	Utica, Okla.	85.69
Houston, Tex.	75.69	Virginia Beach, Va.	144.90
Indianapolis, Ind.	103.34	Washington, D. C.	143.12
Jackson, Miss.	121.34	Winnipeg, Man.	123.69
Kansas City, Mo.	121.34	Youngstown, Ohio	119.38
Knoxville, Tenn.	113.69		
Leavenworth, Kans.	75.69		

FRED HARVEY meals in Dining Cars and Station Dining Rooms at Grand Canyon National Park with Pullmans to the Rim, the Indian Detour rail & motor east are exclusive Santa Fe features.

Our Illustrated Travel Booklets will be mailed upon request.  
Santa Fe Ticket Office and Travel Bureau  
S. R. G. Twycross, Agent, Office Green 2; Res. Black 11.

## Wistaria Theatre

SIERRA MADRE

87 West Central  
Phone Black 181

First Show 7:00—second 8:45

Regular matinee Saturday, 2:30

Friday and Saturday, April 30, May 1—

### "MIKE"

With SALLY O'NEILL  
Comedy, "BACHELOR'S BABIES"

Sunday and Monday, May 2 and 3—

HAROLD BELL WRIGHT'S  
A SON OF HIS FATHER  
With WARNER BAXTER  
Comedy, "FRAMED"

Tuesday, May 4—only—

THE RECKLESS LADY  
With Belle Bennett, Ben Lyon and all star cast  
Comedy, "BABES IN THE WOOD"

Wednesday and Thursday, May 5 and 6—  
BIG DOUBLE FEATURE BILL

THE CIRCLE  
With ELEANOR BOARDMAN  
DON'T  
With SALLY O'NEILL

Friday and Saturday, May 7 and 8—

BLUEBEARD'S SEVEN WIVES  
With Blanche Sweet, Lois Wilson and Ben Lyon  
Comedy, "IN THE AIR"

## Where Has She Gone?



### Air Mail Is Cutting Time To the East

Substantial saving in time is effected by the new air mail service now in operation between Los Angeles and Salt Lake. Approximately 24 hours is cut from time required between here and points in the middle west and eastern states.

The eastbound plane leaves Los Angeles daily at 7:30 a. m., Las Vegas, Nevada, 10:40 a. m., and arrives in Salt Lake, Utah, 3:20 p. m., connecting with the eastbound plane of the transcontinental government operated route.

The transcontinental government operated route is divided into three zones which are:

San Francisco to Cheyenne, zone No. 1.

Cheyenne to Chicago, Zone 2.

Chicago to New York, Zone 3.

Rate of postage on mail carried by airplane from Los Angeles via Salt Lake City:

Zone No. 1, for each ounce or fraction thereof, 15 cents.

Zone 2, for each ounce or fraction thereof, 20 cents.

Zone 3, for each ounce or fraction thereof, 25 cents.

Ordinary postage stamps may be used but all mail intended to be carried by airplane should be plainly marked "Via Air Mail."

Letters mailed from Sierra Madre, intended for air mail, should be in the post office not later than 5:30 p. m., in order to catch the airplane leaving Los Angeles at 7:30 next morning.

**CHANCE OF A LIFETIME**  
A maiden lady awakened to find a man in her room. She neither fainted nor screamed. Instead, she indicated an armchair and said to him, "Sit down, sir, I want to talk to you."

A half hour later there came a frantic ring on the telephone at police headquarters and an anguished voice said: "There's a burglar in Miss Spinster's house; send the police at once."

"All right," said the chief of police, "I'm sending two policemen right away. Is this Miss Spinster talking?"

"No," came the anguished reply, "this is the burglar."—Exchange.

### HER HOPE

The landlord came to collect the rent from the old negro widow. "Where is your husband?"

"Poor Rastus!" she replied, "I hope he's gone where I 'spect he ain't."—Exchange.

### TWELVE HOURS LATER

American Visitor: "Why don't they show a comedy instead of this scene?"

English Host: "Oh, they never show comedies at the cinema in England on Saturday night. They are afraid they'll cause laughter in the churches."—Continent.

### Arcadia Clinic

Arcadia, Opp. P. E. Depot  
**Chronic Diseases**  
Ultra Violet Light  
High and Low Frequency  
All Modern Electrical Modalities  
Secretary's office:  
SIERRA MADRE, Tel. Red 19

## THANK YOU!

HAVING sold our Feed Business to Mr. WALTER POEHLER, we take this means of thanking our many friends for their patronage, and invite them to continue with our successor. Mr. Wilkerson will remain in the store with the new owner for a time. Prompt settlement of outstanding accounts will be appreciated.

### C. W. Wilkerson & Son

Blue 75

41 N. Baldwin

Continuous DAILY Performances  
1, 3, 5, 7, and 9

## RAYMOND

129 NORTH RAYMOND

NOW SHOWING  
Marion Davies, in  
Beverly of Graustark

WITH ANTONIO MORENO—from the famous novel by George Barr McCutcheon.

Also: WALTER WEEMS, direct from Orpheum Circuit, in another Fanchon & Marco production with many other favorites.

COMEDY NEWS

Romandi's Raymondeers  
SHRAGER at the Organ

ROMANDI'S RAYMONDEERS

## STRAND

CONTINUOUS DAILY PERFORMANCES

1, 3, 5, 7, and 9

STARTS SATURDAY

Harold Lloyd, in  
"For Heaven's Sake"

FELIX CAT CARTOONS, LOCAL LAUGHS—NEWS Regular Prices

## FLORENCE

CONTINUOUS DAILY 1 to 11

FREE AUTO PARK

STARTS SUNDAY

CONRAD NAGEL, RENEE ADOREE, in

The Exquisite Sinner

COMEDY Catherine Flynn at the Organ

NEWS Thursday BEBE DANIELS in "THE SPLENDID CRIME"

## Sierra Madre Realty Co.

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WOODSON F. JONES, Manager  
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NEXT TIME YOU SEE  
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BUTTON.

*R. H. Kallard*  
Executive Vice-President and General Manager

**SOUTHERN CALIFORNIA  
EDISON COMPANY**  
Owned by Those it Serves

FROM OFFICIAL FIGURES OF U. S. BUREAU OF STATISTICS

# New Prints

A new lot of English Prints just received, new patterns, some with borders; 36-in. wide—35c

Printed Soisette in very pretty figures, small and medium—50c

Printed Silks, bright lustrous quality, full yard wide—\$1.25

Printed Crepe de Chene, heavy quality, all new styles—\$1.25

Just our Silk, in plain colors, for slips, will not cling—95c

J. F. SADLER & CO.



## From the Smallest Faucet Up to the Bath-Room Complete

Every pipe properly fitted. Every appointment as specified in your plans. And every facility functioning properly!

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## PLUMBING SERVICE & SUPPLY COMPANY

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Read the Wantads on Page Seven

## BANKING SERVICE

A general banking business to best meet the needs of the community is our aim

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## SIERRA MADRE SAVINGS BANK

COMMERCIAL SAVINGS

Capital Paid Up, \$45,000—Surplus, \$23,000

## From the Old News Files

1907

The Sierra Madre Outing Club trekked to the West Fork with a pack train of 25 burros carrying material for the new cabin to be erected near the Ranger's station, and also to celebrate the advent of the fishing season. Members of the club were Carlton and Percy Pegler, Burton Andrews, Grant Morgan, John Graham, Lewis Newcomb, Charles Ferry, Philip Blumer, Dr. F. J. Tower, Greer and Irving Caskey.

The Sierra Madre girls' basketball team enjoyed a picnic in Laurel Canyon and a game with a Hollywood team. The Sierra Madre team consisted of Marjorie Rice, Katherine Torrance, Olga Olsen, Dorothy Brown and Sigma Olsen, with Gladys Humphries as coach and chaperone.

The ranch home of J. M. Gresham was sold by the Adams-Osgood Co. to C. A. Brant of El Tovar Hotel at the Grand Canyon. Another place near by was sold to Frank P. Sauerwein, the well known artist.

At the meeting of the Woman's club the feature was the rendering of "Hiawatha" by Mrs. Merrill Moore Grigg of Cummock school, with musical accompaniment by Miss Fanny Dillon.

1916

Fred Copps arrived home from the state of Chiapas in Southern Mexico, where he was engaged in ranching. Feverish excitement among the Mexicans was causing a general exodus of Americans to avoid being caught in revolutionary troubles.

The community flower show was held at the woman's club house and in a big circus tent erected adjoining. Amateur and professional exhibits of great variety and merit were shown. Musical entertainments were held on the three evenings of the event.

The woman's club held a "Home Reciprocity" meeting at which representatives of other organizations of Sierra Madre were present to tell what each aimed to accomplish. The program was arranged by Mrs. M. D. Welsher, chairman of the philanthropy committee. Those who spoke were Mrs. Maughlin, Girls' Friendly Society; Mrs. S. C. Pasco, Eastern Star; Mrs. W. E. Walker, Ladies' Aid; Mrs. E. T. Pierce, Dickens Fellowship; Miss Lydia Webster, Woman's Guild; Mrs. Crisp, Ancient Priscillas; Mrs. S. C. Collins, Modern Priscillas; Mrs. L. N. Legendre, Red Cross.

Those having leading parts in the school children's cantata in connection with the flower festival were Virginia Jones, Thelma Reed, Bobbie Mackerras, Robert Maltbie, Alice Kellogg, Muriel Tarr, Vivian Ramhalter, Edwin Boyd, Willie Thomas, Joachim Seiling, Linda Schwartz, Harriet Sperry, Arthur Johnson, Margaret Elsner, William Powell, Dorothy Adams, Edwin Ward and Thompson Brown.

## Pleasameetya!

THERE are a lot of MARRIED men on our list OF acquaintances but WE don't believe we EVER talked to one of THEM who didn't admit THAT he was scared HALF to death when he GOT married, and there's ONE lady who doesn't LIVE very far from here WHO says when she and HER husband were married THE preacher got to the PLACE in the ceremony WHERE he said, "And this IS your lawful wedded WIFE," and the groom REACHED a trembling hand OVER and says, "I'm PLEASED to meet you!" AND whether that story IS true or not, MOTHER'S DAY is only TWO weeks off so don't DELAY ordering the box OF Mother's Day Chocolates FOR the Mother— YOURS, your wife's and your CHILDREN'S.

Rudolph

F. H. Hartman & Son

The Rexall Drug Store

25 North Baldwin

## Motor Club Would Halt Road Steal

Motorists throughout the state are rallying to the cry of "take the state highways out of politics," according to reports from population centers where the initiative petition sponsored by the Automobile club of Southern California is being circulated. While this measure to be submitted directly to the electors is being gathered by the big motoring organization, it is in fact the crystallized sentiment of many organizations and individuals directly interested in the future highway program of the state.

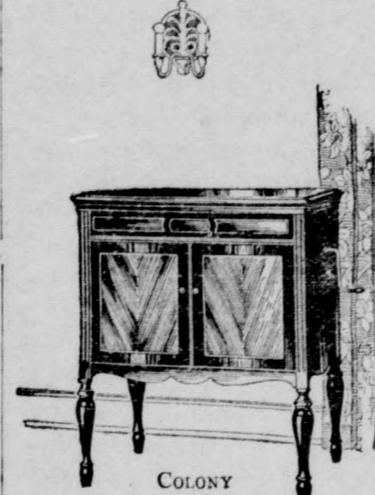
It is pointed out that the present system of legislative control of highways came in about the time of the two-cylinder automobile and is as obsolete as this type of car. The time has come, it is declared, for a highway program commensurate with the state progress and this is what the initiative is designed to bring about.

Briefly, the proposed measure provides for classification of highways as primary and secondary. It calls for an appropriation of \$5,000,000 annually for the next twelve years for new construction. Three-fourths of this money is to be devoted to the primary highways, which means the completion of the original system to the state borders. It places directly in the hands of the people the naming of new highways to be built and prevents future use of the highway system as a political football for politicians.

The initiative petitions are on file for signatures at all branch offices of the Automobile club of Southern California and are being signed by thousands of good road proponents. The proposed plan would force a fairer division of state road money than is now the case where much of the southern tax money is spent in the north.

**THE BRUTE**  
Hubby: "You're an hour late. What do you mean by keeping me standing around like a fool?"  
Wife: "I can't help the way you stand."

Mother: "When that naughty boy threw stones at you, why didn't you come and tell me, instead of throwing them back at him?"  
Willie: "What good would it do to tell you; you couldn't hit the side of a barn."—Exchange.



You can easily have  
this marvelous  
new music  
in your home

THE new Orthophonic Victrola has placed music in the home within the reach of all. Its new and exclusive principle has far surpassed anything you have ever heard in tone, volume and range. You can easily have it. Come in and let us show you the many beautiful Victor models, such as the Colony (above)—all reasonably priced. Hear them today.

Here's the place to  
buy cards and gifts  
for Mother's Day

WOODSON F.  
JONES

Main 182 31 N. Baldwin



## COMPLETE SERVICE

We can take care of all the needs of your car—shop, tire and battery service.

WESTINGHOUSE BATTERIES  
INDIA TIRES

## CENTRAL GARAGE

JOE BELOHRAVEK, JR.

PHONE 8  
BLUE

CENTRAL AND  
BALDWIN

THE YEAR ROUND RESORT  
**MT. LOWE**  
**LOWE**  
MT. LOWE TAVERN AND COTTAGES  
BEAUTIFULLY SITUATED IN THE GLORIOUS SIERRA MADRE MOUNTAINS, COMBINE EVERY COMFORT FOR A DAY, A WEEK OR LONGER SOJOURN.  
HIKING · DANCING · TENNIS and other Amusement Features  
ROUND TRIP FAIR \$1.50 FROM LOS ANGELES  
5 TRAINS DAILY FROM MAIN ST. STATION  
FOR INFORMATION & RESERVATIONS apply information bureau  
TRINITY 3661 METROPOLITAN 7400  
PACIFIC ELECTRIC RY.

## WHICH CATCHES YOUR ATTENTION FIRST?

The pitcher wound up  
to put all his power into  
the next ball pitched in a  
desperate attempt to  
stop the batting rally  
which threatened to give  
his opponents the game.



Both panels occupy the same space.

Both tell the same story.

Which panel catches your attention first and rivets your attention to the main theme?

You may not be a baseball fan—but your glance was drawn to the picture like iron to a magnet. You get the story in the picture in a fraction of the time required to read the words in the other panel.

Pictures do not replace type but supplement it by getting attention for it.

Merchants who are alive to the value of pictures in their advertising need not spend money for expensive advertising service—The NEWS has the best obtainable advertising picture service which is placed at their service without charge.

SIERRA MADRE NEWS

## News Editorial Page

### SIERRA MADRE NEWS SIERRA MADRE, CALIFORNIA

Published by the  
SIERRA MADRE PRESS, INC.  
Telephone Black 42  
Press Building Opposite P. E. Station

GEORGE B. MORGRIDGE,  
Managing Editor

Entered as Second Class Matter at the post  
office at Sierra Madre, California, under  
the Act of March 3, 1879



#### THE CALIFORNIA POPPY

G. M. Lutz in San Francisco Bulletin  
GOD caught a flash from a leaping flame  
And tossed it into your heart,  
While of molten gold from the sun's bright  
ray

Of your petals He made a part.  
He dipped your stem in an em'rald lake,  
Then deep in the cool of a dell  
He found the grace of an elf at play,  
So He gave you that as well.  
By roadways wide He tossed you free  
To cheer the wand'rer's sight,  
He placed you out in the meadows free  
For the little child's delight.  
He made of you a shining gem,  
A rare and beauteous flower,  
You would grace a monarch's diadem,  
You are California's flower.

#### WHAT IS YOUR GOOD NAME WORTH?

GOOD name in man and woman is the immediate jewel of their soul, according to William Shakespeare. And good name seems to be one of the most substantial assets a business house can show to a banker. This applies, moreover, to the good name which can be developed by keeping a name and trademark before the public by advertising, backed up by goods and service.

"Advertising is a bankable asset of recognized financial value," was the statement of Edward C. Sammons, vice president of the United States National bank of Portland, at a recent meeting of the Portland Advertising club. To prove his point, Mr. Sammons read a list of advertisers and the recognized value of their good will and trade marks, accepted by banks as portions of their assets, as follows:

Cluett, Peabody & Co.	1924	\$18,275,000
Borden Company	1921	5,944,000
Brown Shoe Co.	1924	4,966,000
Butterick Co.	1923	13,893,000
Dayton Scale Co.	1924	1,557,000
Goodyear Tire & Rubber	1924	12,500,000
Munsingwear Corporation	1924	2,000,000
Regal Shoe Co.	1924	2,500,000
Sears, Roebuck & Co.	1924	30,000,000
Underwood Typewriter	1923	7,995,000

Of course there will be some readers to say that these things apply only to concerns doing business on a scale comparable to the firms mentioned. But to the little man who wants to get ahead the importance of developing a good name and keeping it before the public is even more vital than it is for the big corporations.

#### WE'RE ONLY 20 MILES FROM HEAVEN

The editor of the Puente Journal is trying to live up to the reputation of California boosters when he pens the following: "When writing your friends tell them that Puente is an Ideal Town, in an Ideal Place, for Ideal People."

#### WHAT WILL CONGRESS DO?

WHEN Calvin Coolidge was governor of Massachusetts the legislature passed a light wine and beer act. He vetoed it and sent it back with a message in which he told the legislature:

"There is little satisfaction in attempting to deceive ourselves. There is grave danger in attempting to deceive the people."

The point of Governor Coolidge's message is especially pertinent when we recall the frequency with which opponents of the Eighteenth amendment claimed that it meant bone-dry prohibition, shutting out wine and beer and every other alcoholic beverage. That was about the only point upon which wets and drys did agree during the contest for ratification.

Now wouldn't it be a fine thing to turn around and say, "O, we were all kidding;

that amendment doesn't mean what we all agreed it did while we were putting it into the constitution!"

And wouldn't it be a still finer thing, an inspiration to the world and to future generations, to say: "The government has been licked by the bootleggers. The greatest, richest and most powerful government in the world has run up the white flag. The brewers will now take charge and arrange things to suit themselves."

Now that wet and dry hearings are over, congress can adjourn and go home to tell their respectively wet and dry constituencies what they did for the cause. Nobody was convinced of anything to the point of changing his mind or vote by the three weeks of testimony and argument. But wet legislators had to tell the home folk they did what they could, and dry legislators had to report that they had fought and, perhaps, tightened up the law a little.

The controlling factor in liquor legislation in congress is the fact that a great majority of congressmen are elected from dry districts. They simply would not dare to face a reelection contest after voting to weaken the law or its enforcement. They are not fooled by newspaper straw votes. Most of them are shrewd enough politicians to know the sentiment of their own districts a great deal better than it can be shown by such polls.

\* \* \*

What you give to the lower-downs is discipline. What you get from the higher-ups is crabbing.—The Paper Book.

#### REAL NEWSPAPER STANDARDS

IT has long been the fashion among writers, speakers, and people who like to air their superior knowledge concerning things of the wide world, to compare American newspapers unfavorably with those of Europe, especially with those of England. Another side of the picture is presented by the Chicago Tribune as follows:

In Europe the newspapers are not newspapers so much as they are party organs. They color the news to suit their own policies, leave out news which might hurt their policies, and emphasize that calculating to help them.

The London papers are superbly edited, but they tell the story they want to tell. For example, the America they depict is the America of crime, divorce, money madness, and the movies. You might read them for a month and never guess that there is a factory in our country or a learned man.

It is now the object of all reputable newspapers to print the news in the news columns, so far as possible without bias. They are run as newspapers and not as adjuncts to the majority or minority party of the government. Partisan comment is reserved for the editorial page.

\* \* \*

Today is not yesterday; we ourselves change; how can our works and thoughts, if they are always to be fittest, continue always the same?—Carlyle.

\* \* \*

The conditions of conquest are always easy. We have but to toil awhile, endure awhile, believe always, and never turn back.—Simms.

\* \* \*

Action is the parent of results; dormancy the brooding mother of discontent.—Miss Mulock.

#### JUDGMENT VS. JUGGLING

A big truth is put into a small paragraph in Oregon Exchanges, published by the school of journalism of the University of Oregon:

It is all too frequently overlooked that what the people want is an editor who knows what he ought to give them. The situation is perhaps analogous to that in government; the best representative is often the man who is not immediately responsive to the clamor of the moment. It's the easier course to be a "messenger boy" for "the public," but it is more valuable, and is even sometimes recognized as such, to take the longer view and act on the judgment which is part of one's equipment for one's post. Editors attempting this policy will make mistakes, and they may suffer for them; but they will retain their self-respect and the respect of their communities. And it has not been demonstrated that newspapers so conducted must be financial failures.

Now wouldn't it be a fine thing to turn around and say, "O, we were all kidding;

### SIERRA MADRE NEWS, SIERRA MADRE, CALIFORNIA

## Church News

### Church of the Ascension

(Episcopal)

The Rev. M. D. Kneeland, B. D., rector; The Rev. Wm. Carson Shaw, rector emeritus.

May 1, Saturday, Feast of S.S. Philip and James. Holy Communion, 8 a. m.

May 2, fourth Sunday after Easter. 8:00 a. m., Holy Communion (Corporate Communion, Guild of St. Catherine).

9:30 a. m., Church school.  
11 a. m., Choral Eucharist with sermon.

May 6, Thursday, Holy Communion with Special intent for sick, 10:00 a. m.

Altar Guild of St. Mary, in church, 7:30 p. m.

#### Parish Activities

May 3, Monday, adult confirmation class, 7:30 p. m.

May 5, Wednesday, a dinner and card party in the parish house under the auspices of the Woman's Guild and the guild of St. Catherine. Tickets for the dinner are 75 cents, and may be procured from members of either or both guilds. Reservations may be made with Miss Lydia Webster or Mrs. Mildred Cook.

#### Bethany Temple

Elwood P. Lyon, LL. D., minister. 9:30, Sunday school, Dr. F. H. Cram, Supt.; Roy Edwards, assistant superintendent.

11 a. m., Worship and sermon, "A Challenge to Youth." 6:30, C. E. Meeting, Bethany hall.

7:30 p. m., Song and Sermon, Rev. S. D. Burkely, V. D. M., will preach.

Bi-Weekly Conference next Tuesday and Wednesday. See extended notice and program elsewhere in this issue.

First Passenger: "Captain, mother feels seasick! What shall I tell her to do?"

Captain: "Needn't tell her nothing; she'll do it."—Exchange.

#### PASADENA FENCING CO.

Wire, Lattice, Ornamental, Chain Link, Tennis Courts. Colo. 2232, 394 N. Holliston Pasadena, California

#### Delivering the Goods

The Chiropractor TELLS you that his science will in all cases of nerve pressure relieve that pressure.

He PROVES to you that the majority of so-called disease is caused by NERVE PRESSURE.

He PROVES to you that this nerve pressure is in turn caused by slight displacements of the bones of the spine.

He PUTS these vertebra back in normal position. The nerve pressure disappears and with it the effect, called DISEASE.

All he asks is cooperation.

**C. F. Stoddard**  
CHIROPRACTOR  
71 N. Baldwin  
The Place to Get Well

Remember the Dearest One of all with a Special Mother's Day gift box of Johnson's or Leihy's Chocolates.

We Will Mail Them Anywhere

SHIP NOW!

## MOTHER'S DAY

Sunday, May 9

Remember the Dearest One of all with a Special Mother's Day gift box of Johnson's or Leihy's Chocolates.

We Will Mail Them Anywhere

SHIP NOW!

**The Central Pharmacy**  
Courtesy and Service  
Main 224 36 W. Central

**NORRIS**  
ESTABLISHED  
1887

## Health Center

### BATTLE CREEK SANITARIUM FOODS



Valuable Booklets and Samples FREE

#### PROTOSE

The tasty meat substitute.

#### NUTTOLENE

Has a delicious meat flavor.

#### SAVITA

A pure vegetable meat flavor.

#### BRANOLA

The health-building laxative food.

#### ZO

The body building cereal food.

**MALTED NUTS**—For nursing mothers, bottle babies, and those with delicate digestion.

**MINUTE BREW**—As refreshing as coffee but does not contain caffeine

**ZWIEBACK**—Palatable, crisp, easily digested toast slices.

## Fly Time Is Coming

BE PREPARED WITH A CAN OF

### ORONITE FLY SPRAY

made by the Standard Oil Company, the most effective on the market; in pint, quart or gallon cans.

## Free Bottle Vanillin

TRIPLE STRENGTH, NON-ALCOHOLIC—will not bake out in cooking. Present this coupon and buy one bottle at 25c—get ONE BOTTLE ENTIRELY FREE.

Name \_\_\_\_\_

Address \_\_\_\_\_

DON'T FORGET WE CARRY A COMPLETE LINE OF

## Summer Beverages

**CARQUE WHOLE WHEAT FLOUR**  
IN 2-POUND SACKS

## After Our Good Rains

It's time to plant that garden—a complete line of GERMAIN'S SEEDS and FERRY SEEDS

## Spartan Self-Service Department

Courtesy : Cleanliness

COMPARE OUR PRICES:

FRIDAY and SATURDAY Specials

P. & G. LAUNDRY SOAP	10 bars 39c
ROMAN MEAL, Pkg.	32c
BLUE SEA TUNA, White Meat, 1/2lb.	20c
NEWMARK'S KIPPERED SNACKS	6c
SUNSWEET PRUNES	2-lb. pkg. 24c
Extra Select Baby Sugar Corn, No. 1 can, 2 for 25c	
Gold Dragon Wax Beans, No. 2 can	2 for 25c
Redwood Brand Catsup, pint bottle	19c
Redwood Brand Catsup, 1/2-pint bottle	14c
Redwood Dill Pickles, No. 2 1/2 can	21c
Redwood Dill Pickles, large No. 10 can	60c

## S. R. NORRIS

**SIERRA MADRE DEPARTMENT STORE**

Phones: Main 12; Main 205  
331 West Central

**"IT LOOKS GOOD"**

—Did you ever see Sierra Madre looking finer than it does since the rains? In more than 40 years we have never seen it more attractive. Better yet—it is fundamentally sound, and opportunities were never better for

**ATTRACTIVE INVESTMENT**

—We would like to talk over this phase of the real estate situation with you right now.

**ANDREWS & HAWKS**

Exchange 2 81 West Central

**\$1 MEN'S SUITS  
Cleaned and Pressed  
Phone Your Orders  
Troy Laundry Service  
ROY EDWARDS, Agent**

Red 42 Langley's Barber Shop 11 Kersting Court

**NEW—DELICIOUS  
Sylmar Spiced Figs  
and BREAKFAST FIGS  
Try a jar—you will want another!**

If you want your orders on the early delivery don't forget to phone early

**Meat Department**

No. 1 Steer Beef—No. 1 Baby Lamb

**FRESH FRUITS and VEGETABLES****M. D. WELSHER**

Grocery Phone Main 6 FREE DELIVERY Market Phone Main 97

**Chaffees**  
WHERE CASH BEATS CREDIT

O'Cedar Polish 40¢ White Meat Tuna 23¢  
Large Size ½ lb. 23¢

LIBBY'S JAM Regular \$2.25  
Raspberry 30c cans, doz.

LIBBY'S Raspberries Per \$2.70  
Ore. Red Doz.

These goods are being sold at less than cost of production. Better buy a case of each. The Oregon Raspberries, for size and flavor, are superior to those raised elsewhere.

JUMBO Chocolate CREAMS 27¢ lb. 5-lb. BOX 1.25	COD-FISH SPECIAL BONELESS 25¢ lb. Imperial Bricks 2 1-POUND PKGS. 35¢	Best Foods 1000 Island Dressing ½-Pints 25¢
---	---	--

Del Monte PEACHES No. 2½ Cans 20¢  
Yellow Free Gold.State PEACHES No. 2½ Cans 17½¢  
Yel. Cling

P. & G. WHITE NAPHTHA SOAP BARS 39¢

**Meat Department**

Hamburg lb. 15¢	Boneless Corn Beef 20¢
Pork Sausage 25¢	Compound 15¢
Rib Boil 12½¢	Pure Lard 20¢
Pot Roast 15¢ and 17½¢	Lamb Stew 12½¢
Rump Roast 20 and 25¢	Bacon Squares 25¢
Pork Roast 25¢	

**1500 Boys to Have Course of Training**

Plans are well under way for the establishment of ten Citizens Military Training Camps in the Ninth Corps area, according to Major H. L. Suydam, civilian aide to Secretary of War Davis, in charge of citizens military training camps in California. According to Major Suydam more than 1500 boys of California selected from the communities throughout the state will train during June and July.

The largest camp will be at Del Monte, where approximately 1,000 young men will train under Colonel Ernest V. Smith, chief of staff of the 91st division, who has commanded this camp for the past four years. Colonel W. F. Hase will command the camp at Ft. Scott, San Francisco where approximately 200 young boys will be trained and Major Lincoln B. Chambers will have more than 80 boys in harbor defense, Ft. MacArthur, Los Angeles.

Although the camps do not open until June the medical officers and civilian physicians who have volunteered to examine applicants have been unusually busy in examining candidates who want to be certain of getting admission to one of these camps. Last year twice as many boys applied for entrance to the California camps as could be taken care of and despite the high physical requirements it is expected that hundreds of young men who wait until the last minute to apply for admission will be sorely disappointed.

The camps are sponsored by the Citizens Military Training Camp association of America and are conducted by the War department in accordance with existing laws.

Under the laws of California each high school is authorized to give credit toward graduation for the work pursued in these camps.

The enrollment for the camps is supervised by representatives in each of the 58 counties of the state all of whom are appointed by Major Suydam of Los Angeles, civilian aide to the secretary of war. Colonel G. H. Chase, 1015 Rives Strong Building, has in his possession application blanks for enrollment and all details concerning the camps. Those young men of Los Angeles county who enroll for the coast artillery course will be sent to Ft. MacArthur, those who enroll for field artillery, engineering, signal corps courses will receive their training at Camp Del Monte.

Any young man between seventeen and twenty-four years who possesses the requisites, moral character and physical condition, may be admitted to these camps by making application. The benefits are without expense to the candidate. The government provides transportation to the camp and return, board, lodging, expert medical attention, uniforms, equipment, laundry for clothing furnished by the government, amusement, athletics, musical entertainments and so forth.

**Forest Bill  
Endorsed by  
Farm Bureau**

The so-called Million Dollar Forestry Bill, which has been under discussion for some time, and which passed the Senate in Congress, has again been heartily endorsed by the Los Angeles County Farm Bureau. This endorsement was made at the quarterly meeting of the Los Angeles County Farm Bureau board of directors, held Thursday, April 15.

This bill provides for federal assistance in protecting our water sheds from devastation from fire. It is greatly needed and is being supported by all the organizations in Southern California. Chambers of commerce, Legion posts and service clubs are taking action on this bill.

The farm bureau has authorized W. S. Rosecrans, director of the Los Angeles County Farm Bureau, to represent the Farm Bureau in the support of the bill Washington. Mr. Rosecrans left for Washington to attend to the support of this and other bills of importance to Southern California agriculture.

**HEAD WORK**

Diner: "My bill, waiter." Waiter: "What did you have?" "I don't know." "Hash is forty cents."—Judge.

**WEEKLY MENU AT CAFETERIA**

Continuing the popular and nourishing menus now being served by the P.T.A. ladies at the school cafeteria, the following are announced for the coming week:

Monday: Creole spaghetti; ice cream, cookies.

Tuesday: Cream of pea soup; banana delight.

Wednesday: Bean stew; ice cream.

Thursday: Noodle soup; chocolate blanc mange.

Friday: String Beans; ice cream.

**SUCH EXTRAVAGANCE**

"Fadder, give me a dime to go and see the sea serpent."

"Vasteful poy! Here's a magnifying glass; go find a worm."

**KNOCKED 'IM DIZZIE**

There was a young fellow named Izzie,

Who went for a drive in his Lizzie.

His view of a train

Was hidden by rain.

Alas, for poor Izzie; where is he?

**SHADE**

(By Theodosia Gerrison)

The kindest thing God ever made,  
His hand of very healing laid  
Upon a fevered world, is shade.

His glorious company of trees  
Throw out their mantles, and on  
these  
The dust-stained wanderer finds  
ease.

Green temples, closed against the  
beat  
Of noontime's blinding glare and  
heat,  
Open to any pilgrim's feet.

The white road blisters in the sun;  
Now, half the weary journey done,  
Enter and rest, O weary one!

And feel the dew of dawn still wet  
Beneath thy feet, and so forget  
The burning highway's ache and  
fret.

This is God's hospitality,  
And whose rests beneath a tree  
Hath cause to thank Him gratefully.

**Human Nature Clinics**

By THOMAS ARKLE CLARK  
Dean of Men, University of Illinois

**The Pleasure of Anger**

In GENERAL anger is ineffective and results only in adding strength and power to whatever infected it. The man who gives way to anger or who ever reveals the fact that he is angry, even though he keeps the passion under his control, almost always weakens his case. The angry man is made physically weak and pays a penalty of inefficiency for a considerable period after his anger has subsided.

Yet perhaps there might be a good deal of satisfaction in once in a while breaking loose and saying just what we thought and indicating our exact feeling even if it left one a trifle exhausted for the time being.

In a recently acted play one of the leading characters, who has endured the irritations of an objectionable neighbor for some time and has held in until holding in seems no longer a virtue, does finally break out and enjoy a brief ten minutes of pleasure of telling the other woman just what she thinks of her. The outburst left her weak, and though she had finally come to the point of apologizing for her plain words, she got so much pleasure and so much relief from saying for once just what she thought that she could never quite truthfully say that she was sorry. In fact, she was really glad she had done it. Sometimes anger is justifiable! sometimes it is a source of stimulation and help to the one who incites it.

Morton was a gentle, quiet soul who would rather take abuse than engage in an unpleasant argument. He was extremely sensitive, too, as such men often are, and though he did not say anything when he was slighted, or imposed upon, or spoken to superciliously, such treatment always wounded him cruelly and rankled for days in his memory.

He hated a quarrel, and because he controlled his feelings and never replied to the insults which were often heaped upon him, his companions sometimes thought he was weak and lacking in spirit.

Simon thought so, and being a bully and something of a coward, as bullies usually are, took advantage of poor Morton and did everything in his power to humiliate the boy and to make him unhappy.

But one day the worm turned, and Morton surprised Simon. He had held it so long that he could do so no longer, and he turned on the cowardly Simon and told him just what he thought of him.

Morton seemed a new creature after that, and Simon also, for the boy had gained pleasure and self-reliance through the expression of his feelings and Simon had learned to respect him.

(© 1925, Western Newspaper Union.)

**Good Health Great Asset For County**

Each year a huge sum is being saved by Los Angeles county through the policy, adopted by the board of supervisors, of giving prompt medical attention of the best kind, to residents of the county who are unable to pay the fees demanded by private hospitals, and who, without such attention, would become permanent burdens on county charity.

According to Dr. P. Berman, assistant superintendent of the Los Angeles general hospital.

The county, Dr. Berman pointed out, is doing everything in its power to restore to health and to normal earning capacity those people who, if not given the necessary attention, would otherwise become permanent charges on the county.

And in many instances, these people are heads of families and unless given prompt and efficient treatment, entire families would have to be cared for.

To meet this problem the facilities for the treatment of the county's sick have been greatly increased.

The capacity of the county farm has been increased from 1000 patients to 1700.

Olive View Sanitarium for the care of tubercular patients has been increased from a capacity of 100 to 500 patients.

Additional facilities have been given the charities and health departments so that more patients could be cared for suitably at home, and the facilities of the general hospital have been so expanded that the institution is serving twice as many patients as it did five years ago.

"When the new 1600-bed addition to the general hospital is built, Dr. Berman said, "the Los Angeles general hospital will undoubtedly lead the world in design and service. The plans provide economically all the facilities and equipment that may make it possible to save a life or prevent permanent disability."

**KEEP COOL**

WITH

**Sun Shades for Inside  
and Outside**

**The Only Shade Made With A Ventilator**

**SELF-HANGING  
Vudor  
VENTILATING  
PORCH SHADES**

Now in colors—green, natural, grey

**WINDOW SHADES**  
in all sizes and colors

**SIERRA MADRE  
FURNITURE CO.**

Blue 219

12-14 N. Baldwin

**I "WANNA" GO****AMERICAN LEGION****BENEFIT DANCE**

FRIDAY, MAY 7—8:00 P.M.

WOMAN'S CLUB HOUSE  
Admission 50 Cents

—THEN I'LL BE HAPPY

sweet and aromatic—pineapple that's ripe is grated!

**Grated Pineapple, Libby's small can 10c**

medium size can 2 for 35c

**Kraft's Elkhorn Cheese, lb. 33c**

**Picnic Olives, Del Monte cans 97c**

mighty good; very special—19c instead of 30c

**Raspberry Jam, Libby's \$2.25 doz. each 19c**

**Chop Suey, Mandarin Chinese 35c and 65c**

Mandarin Chop Suey Sauce, 35c

**Tomatoes, Silverdale large can 10c**

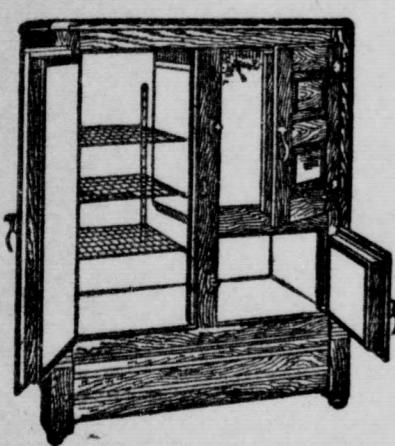
medium size can 3 for 25c

**Raspberries, sells regularly at 34c each Libby's doz. \$2.70 2 cans for 45c**

**Codfish, 1-lb. brick 2 for 35c boneless in wood box 25c**

**SAFeway STORES**  
CALIFORNIA'S LEADING GROCER

# REFRIGERATORS!



The Famous "GURNEY" Line at prices from \$14.75 up

A SIZE FOR EVERY NEED AT A PRICE FOR EVERY POCKETBOOK

## WINCHESTER TRADE MARK FISHING TACKLE

Rods, Reels, Hooks, Creels, Lines, Eggs, etc.

LICENSES now here

PLUMBING Contracting and Repairing

SIERRA MADRE HARDWARE CO.

31-35 WEST CENTRAL

Read the Wantads — Page 7



## EVERYTHING FOR BUILDING

No matter what type of house you build, you can get the materials from

YOUR HOME DEALER

From foundation to rooftop, we can serve you to YOUR advantage with rough and finish lumber, cement, lime, plaster, brick, wall board and roofing.

Come in and talk it over.

## ALLEY BROS. LUMBER CO.

Successors to BLINN LUMBER CO.

E. P. BRADFORD, MANAGER

Tel. Main 23

East Montecito

### NOTICE OF AWARD OF CONTRACT

Pursuant to statutes and to the Resolution of Award No. 282 of the Board of Trustees of the City of Sierra Madre, adopted April 8th, 1926, directing this notice, notice is hereby given that said Board of Trustees, in open session on the 8th day of April 1926, opened, examined and publicly declared all sealed proposals or bids offered for the following described street work, to-wit:

That, that portion of

MONTECITO AVENUE between the Easterly line of Baldwin Avenue and a line 460 feet easterly from, and parallel with, the east line of Mountain Trail Avenue, including all intersections and terminations with intersecting and terminating streets, avenues and alleys, excepting such portions of said avenue and intersections as are required by law to be kept in order or repair by any person or company having railroad tracks thereon, be improved by certain grading and by the construction of certain oiled macadam pavement, cement curbs, concrete gutters, cement sidewalk, and extension of existing reinforced concrete culvert laterals and concrete intakes and that a portion of

BALDWIN AVENUE

between a line drawn across said Baldwin Avenue 5.82 feet northerly from and parallel with the northerly line of Montecito Avenue prolonged westerly across said Baldwin Avenue and a line drawn across said Baldwin Avenue 9.44 feet southerly from and parallel with the southerly line of Montecito Avenue prolonged westerly across said Baldwin Avenue, excepting therefrom any portions of said avenue as are required by law to be kept in order or repair by any person or company having railroad tracks thereon, be improved by certain grading and by the construction of macadam pavement, cement curbs, concrete gutters, cement sidewalk, reinforced concrete top on existing concrete culvert, and the extension of the existing concrete culvert with outlet, and that a portion of

MOUNTAIN TRAIL AVENUE between a line drawn across said Mountain Trail Avenue 13.80 feet northerly from and parallel with the northerly line of that portion of Montecito Avenue lying east of said Mountain Trail Avenue, prolonged westerly across said Mountain Trail Avenue and a line drawn across said Mountain Trail Avenue 13.00 feet southerly from and parallel with the southerly line of that portion of Montecito Avenue lying west of said Mountain Trail Avenue, prolonged easterly across said Mountain Trail Avenue, be improved by certain grading and by the construction of macadam pavement, cement curbs, concrete gutters, cement sidewalk, and the extension of the existing concrete culverts, with intakes and outlets, extension of existing reinforced concrete laterals and the construction of reinforced concrete tops on existing concrete culvert, as shown on Special Improvement Plans, all as specified in Resolution of Intention No. 277 of said City of Sierra Madre, same being the Resolution of Intention for said work or improvement, and to which said Resolution of Intention No. 277 reference is hereby made for a further and more complete description of said work or improvement, and the assessment district and the Special Specifications of which referred to in said description, are on file in the office of said City Clerk and also conspicuously posted near the Council Chamber door of said Board of Trustees, and the description of said work or improvement and the assessment district in said Resolution of Intention No. 277 contained, is hereby expressly adopted and also made a part hereof, the same as though fully set forth herein.

That all of the work aforesaid shall be done in accordance with and to the grades shown on Special Improvement Plans, Profiles, and Cross-Sections Nos. 178 and 179 in the office of the City Engineer of the City of Sierra Madre and in further accordance with Special Specifications for said work on file in the office of the City Clerk of said City, adopted by the Board of Trustees of the City of Sierra Madre by Resolution No. 276 of said City. Said Special Improvement Plans, Cross-Sections and Profiles and Special Specifications are hereby referred to for full and detailed description of said proposed work or improvement and for the description of the grade to which the work is to be done and are made a part hereof.

That the said work or improvement, in the opinion of the said Board of Trustees of said City, is of more than local or ordinary public benefit, and said Board of Trustees declares that the district to be benefited by said work or improvement, and to be assessed to pay the costs and expenses thereof is described in said Resolution of Intention No. 277, adopted by said Board of Trustees February 11, 1926, to which said Resolution reference is hereby made for a description of said district.

That said Board of Trustees also determines and declares that serial bonds bearing interest at the rate of seven (7) per cent per annum shall be issued to represent each assessment of Twenty-five (\$25.00) Dollars or more remaining unpaid for twenty (20) days after the date of the warrant. Said serial bonds shall extend over a period ending nine (9) years from the second day of January next succeeding the fifteenth day of the next November following their date. Payments on the principal of unpaid assessments and interest shall be made by property owners to the City Clerk and Ex-Officio Clerk of the Board of Trustees of the City of Sierra Madre.

Dated Sierra Madre, California, April 13th, 1926. 29:30

L. DIETZ,

City Clerk and Ex-Officio Clerk

of the Board of Trustees of the

City of Sierra Madre.

Dated Sierra Madre, California,

April 13th, 1926.

29:30

## All Around the Town

Mrs. Palmer Rhodes was the hostess on Wednesday at a tea honoring Miss Catherine Ferris of Morris Plain, Penn., who is the house guest of Mr. and Mrs. George F. Ferris.

Mrs. J. Milton Steinberger entertained a party of friends last Saturday with a picnic at Oak Glen in the apple belt. The apple blossoms at this season are very beautiful.

Mrs. R. H. Mackerras entertained Wednesday afternoon at her home on Palmetto Drive, Pasadena, in honor of Miss Lillian Moore, the guests being chiefly Sierra Madre friends. Miss Moore has just returned from a trip to Honolulu during a vacation from her duties on the staff of the Good Samaritan hospital.

Greeting Cards and Gifts for Mother's Day. The Lindley Eddy Studios. 30

The Junior Girls' Club of the Congregational church will meet at the home of Cynthia Hull, 542 West Montecito, on Saturday, May 1, at 3 o'clock sharp.

A delegation of Legionaires composed of Ralph W. Stewart, Henry Olsen and Major C. S. Floyd, visited the Whittier American Legion Post on Tuesday evening of this week.

Mrs. L. E. Tibbets of 138 W. Montecito are leaving today for Washington, where they will spend the summer before returning to their home in Maine.

Editor and General Manager WILL ROGERS

*The Bull's Eye*

*Dinner and Cards*

The Woman's Guild and the St. Catherine's Guild will give a dinner and card party in the Parish house on Wednesday night, May 5. Reservations for the dinner should be made in advance with Miss Lydia Webster, or Mrs. Mildred Cook, Tel. Black 100.

*Candy Sale Saturday*

The Ekalea Unit of the Campfire Girls will have a sale of home made candy on Saturday afternoon, May 1, on Kersting Court. Miss Clara Sykes is guardian of the unit.

### WANTS TO CUT AUTO LAUNDRY PRICE SCALE

Milton Steinberger dares the public to make him reduce the price of washing cars. The only way he can do it, he says, is by means of a great volume of business. Accordingly, he makes a special offer for all makes, models and conditions of cars, announced in an ad elsewhere in this paper. He says if the volume of business warrants the reduction he may make the lower price permanent.

*THEN AND NOW*

"Are they engaged? I heard him begging her for 'just one,' behind the palms over there?"

"Naw, they're married. He was asking for a dollar." — Exchange.

"How long you in jail for, Mose?"

"Two weeks."

"What am da chage?"

"No charge, ebertyng's free."

"Ah means, what has you all did?"

"Done shot mah wife."

"You ain't killed yo' wife and only in jail for two weeks?"

"Dat's all; then I gets hung."

Treasurer and the same shall be disbursed by him, all as provided in the "Improvement Act of 1911," hereinbefore referred to.

That the proceedings for the aforesaid improvements shall be had and taken under and in accordance with an Act of the Legislature of the State of California, designated and known as the "Improvement Act of 1911," approved April 7, 1911, and under all Acts supplementary thereto or amendatory thereof.

And thereafter, to-wit: on the 8th day of April, 1926, said Board of Trustees awarded the contract for said work to the lowest regular participant bidder, to-wit:

To J. H. Coombs, at the prices named for said work in his proposal on file, to-wit:

Grading, and construction of Two (2) inch Oiled Macadam Pavement, per square foot of pavement, \$0.08.

Grading and construction of Three (3) inch Oiled Macadam Pavement, per square foot of pavement, \$0.09.

Cement curb, per linear foot, \$0.45.

Concrete Gutter, per square foot, \$0.19.

Cement Sidewalk, per square foot, \$0.15.

Reinforced concrete top on existing concrete culvert and the extension of the existing concrete culvert with outlet, at the intersection of BALDWIN AVENUE and MONTECITO AVENUE, complete for the sum of \$150.00.

Extension of the existing concrete culvert, with intake and outlet, and extension of existing reinforced concrete laterals at the westerly side of the intersection of MOUNTAIN TRAIL AVENUE and MONTECITO AVENUE, complete for the sum of \$75.00.

Extension of the existing concrete culvert, with outlet and reinforced concrete top on existing concrete culvert at the Easterly side of the intersection of MOUNTAIN TRAIL AVENUE and MONTECITO AVENUE, complete for the sum of \$75.00.

L. DIETZ,

City Clerk and Ex-Officio Clerk

of the Board of Trustees of the

City of Sierra Madre.

Dated Sierra Madre, California,

April 13th, 1926.

29:30

111 Fifth Avenue, New York City

## Wheeling & Strickland

Hardware : Paints : Oils and Glass

### G O FISHING—

We sell the Licenses, the Rods, the Lines, the Leaders, the Reels, the Bait, and all the other Fixings, at the lowest prices.

### DISHES—DISHES—DISHES—

Complete sets for six persons at less than regular wholesale prices. See our Windows

GARBAGE CANS, HOES, RAKES, GARDEN HOSE and LAWNMOWERS FOR LESS!

### PAINT YOUR HOUSE—

We carry FULLER'S complete line

## Wheeling & Strickland

Blue 75 41-43 N. Baldwin

## FRESH RABBIT HAY

### NOT SPOILED BY WET WEATHER !

We were lucky enough to find a good supply because it is hard to get. We also have a good stock of

### Fine Rolled Barley

as well as a complete line of poultry and stock feed.

## SIERRA MADRE FEED & FUEL

R. J. WALSWORTH

97 E. Montecito

Main 50

## GOOD AMERICAN COOKING

makes our meals popular.

### REGULAR DINNER 50 CENTS

VARIED MENUS, NOON AND NIGHT  
Real Home-Taste Pies

## H. & M. CAFE

Mr. and Mrs. George Halpin

28 N. Baldwin

Read the Wantads — Page 7

## Back East Excursions

Effective May 22

REDUCED roundtrip tickets sold daily until Sept. 15; good until Oct. 31. Stopovers.

Make Reservations Now for Any Date

Choice of four commanding trans-continental routes to the east. Go one way, return another if you wish.

Send or call today for complete information about service and fares to your eastern destination.

Ask about "Circle Tour of the United States"—greatest summer travel bargain.

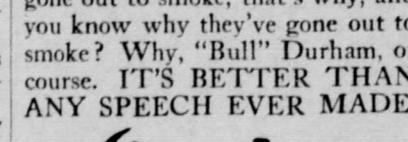
## Southern Pacific Lines

G. E. MESECAR, Agent

Red 38

P. E. Station

66 YEARS OF PUBLIC SERVICE  
2 BACS for 15¢  
make 100 cigarettes  
The WORLD'S BEST CIGARETTE



Genuine DURHAM  
Cigarettes  
Smoking Tobacco



"BULL"  
DURHAM  
Guaranteed by  
The American Tobacco Co.,  
INCORPORATED

111 Fifth Avenue, New York City

# BOOST THEM

TO THE LIMIT!

"THE stronger you make it when you talk about the quality Mr. Delveci builds into the suits he makes right here in our shop the nearer you will come to the truth."

"One of our customers bought his third suit here and then brought a business associate out from Los Angeles to get one just like it."

That's what Mr. Craig says about his partner's work, and THE SUITS CERTAINLY SEEM TO DESERVE THE PRAISE.

## Sierra Madre Tailors

Blue 194



14 W. Central



### SPECIAL NOTICE

On account or the News going to press earlier, Wantad copy must be in the News office not later than 12 noon, on Thursdays. In calling use phone Black 42. The rate is 10¢ a line for one insertion or three insertions for the price of two if ordered in advance.

### WORK WANTED

GRADUATE NURSE—Wishes engagement by hour or otherwise; Blue 30. 29\*31a

TRACTOR WORK—Orchard discarding and cultivating; tel. Red 229. 30\*32a

NOTICE—if you want a small bungalow or garage built; also garden work done; call at 258 N. Adams. 28\*tf

CARPENTER and cabinet work, jobbing of all kinds. J. A. McCloskey, 148 N. Mt. Trail, Red 49. 46\*tf

WANTED—Your printing to be done by Sierra Madre printers; phone the News office, Black 42. 4\*ta

CARE FOR CHILDREN—at any time, by exp. woman; Red 229. 31\*33a

### HELP WANTED

WANTED—Gardener, good man by the hour; Tel. Green 124. 26\*fb

WANTED—A-1 gardener; apply 162 E. Alegria St., or phone Blue 209. 31\*b

### FOR SALE Real Estate

FOR SALE—Almost new 3-room modern home; fireplace, garage; lot 50x75; Victoria Lane; small pay'; easy terms; address owner, 91 W. Highland Ave., City. 31\*c

IF YOU appreciate a bargain, here it is. New stucco 4-room house and garage. Hardwood floors living room and dining room; fine location; unexcelled view of mountains; close to Junior High and Grammar school; on East Colorado St.; East Pasadena. If sold soon, goes for \$4,000, suitable terms; call Black 155, Sierra Madre. 25\*tf

FOUR-ROOM HOME—Corner N. Mt. Trail and Laurel; nice shrubs and shade tree; excellent condition; very attractive; \$3500, \$1000 down, balance monthly payments; T. W. Neale, 22 N. Baldwin; Black 8. 30\*32c

FOR SALE—5-room stucco bungalow, hardwood floors, basement, gas furnace, double garage, facing park; lot 50x190, terms. Call at 220 Mariposa. 30\*32c

FOR SALE—Good 5-room house, garage, lot 50x150, price reduced for a quick sale; a bargain, \$3900, terms; Geo. A. Oswald, 6 N. Baldwin. 30\*32c

FOR SALE—Piano, bargain, in good condition; 536 W. Highland; Blue 138. 29\*31e

FERTILIZER—High grade, pulverized cow manure for lawns, flowers and trees; \$1.00 per bag; 6 bags at 75¢ per bag, delivered; Ward Nursery, Blue 29. 30\*33e

FOR SALE—An 11-room house, 4 apts., furn.; \$35 mo.; apply M. Rudolph, 36 E. Central. 39\*tf

FOR SALE—Miscellaneous

### ASSOCIATED C. OF C. MEET NEXT TUESDAY

The next meeting of the San Gabriel Valley Associated Chambers of Commerce will be held at the Shakespeare club house in El Monte, Tuesday, May 4, at 6:30 p. m. Prominent speakers will be heard, and the usual fine dinner served. Tickets may be obtained from Robert Mitchell, at \$1.00 each.

Gifts at all prices suitable for Mother's Day remembrances, at the Lindley Eddy Studios. 30

### FOR SALE

RADIO—Guaranteed 3-tube sets \$36.50 to \$48.50 (complete); real service behind every set; E. A. Foran, 44 W. Carter. 30\*31e

FOR SALE—Red and White baby chicks; H. Lambert, phone Green 28. 31\*31e

FOR SALE—Vacuum cleaner; Hamilton Beach; almost new; 138 W. Montecito; Blue 68. 31\*31e

FOR SALE—Baby chicks; also bees at \$5.00 per swarm, including hives; 290 W. Laurel; Red 177. 30\*32e

PICTURES FRAMED Sierra Madre Furniture Co. 25tf

WALL PAPER From 10¢ a roll up Sierra Madre Furniture Co. 25tf

FOR SALE—White iron bed with springs; good condition; \$10; call Red 165. 31\*31e

\$300.00 for 4-room lovely furniture, including 3 beds, if sold at once; no sickness; 625 E. Grand View. Red 51. 30\*31e

ROOMS—BOARD

ROOMS—with Board; Black 19. 41\*tf

FOR SALE—Best building lot in city, cheap if taken at once; 71 N. Lima; Red 26. 29\*31e

EXCHANGES

FOR EXCHANGE—Home with income; 5-room home; 2-rm. house at rear, \$5500; mtg. \$2500; will exchange equity for vacant, in Sierra Madre, Arcadia or Monrovia; Geo. A. Oswald, 6 N. Baldwin. 30\*32f

FOR EXCHANGE—Corona property, price \$2300; want Sierra Madre lots or small house; address P. B. 3812 Adair St., Los Angeles, phone evenings Humboldt 7868-J. 24\*tf

EXCHANGE—New furniture for old, or will buy for cash; Sierra Madre Furniture Co. 11\*tf

MISCELLANEOUS

RABBITS

Big opportunities with Fur Rabbits! Government reports show U. S. imported rabbit skins in 1925 valued at over \$22,000,000. Hundreds of Californians now profitably engaged in this industry with "Golden West" imported Chinchillas, Lilies, and other fur breeds. Let America's largest and most progressive Fur Rabbit Ranch send full particulars free. Rabbit skins bought. Golden West Fur Farms, Arcadia, Calif. 31\*38i

EXPERT PIANO TUNING—And repairing; 536 W. Highland; Blue 138. 29\*31i

WANTED—Rags at 5¢ lb.; News office. 11\*tf

RICHARDS' BAKE SHOP—Careful attention given to orders; 45 N. Baldwin; Black 48. 11\*tf

WANTED—All kinds of junk; T. B. Goldberg; Black 142. 17\*tf

FENCING—We erect and sell material for all types of fencing. Crown Fence Co., 890 S. Broadway, Pasadena; Tel. F. O. 157. 29\*tf

Mme. HELEN BLINN—Dressmaker and designer for particular people; 535 W. Manzanita; Blue 46. 11\*tf

LINOUEM LAID Window shades hung Sierra Madre Furniture Co. 25tf

PIANO TEACHER—With class here, wishes studio in refined home; conveniently located, with good instrument, two half-days a week, in exchange for lessons. 31\*k

FOR SALE—An 11-room house, 4 apts., furn.; \$35 mo.; apply M. Rudolph, 36 E. Central. 39\*tf

FOR SALE—Miscellaneous

LOST and FOUND

REWARD FOR TOOLS LOST in Canyon flood, initialed L.C.C., R. C. and W. C.; return to Laura Cadmus, Canyon Store Bldg.; Tel. Red 159. 30\*31f

### New Records Are Set By So. Pacific

The volume of freight traffic moved over Southern Pacific Lines in 1925 was the largest in the history of the company, exceeding the previous peak year of 1917 by 8.66 per cent, notwithstanding a drought which extended over about 2,000 miles of lines in Texas and which materially affected traffic. Increased cost of materials and increased wage rates enlarged the operating expenses, however, so that the net railway operating income of the company was \$50,313,759 or \$161,727 less than the net income of 1924.

This is shown in the annual report of the company to its 57,338 stockholders, as given by Henry W. DeForest, chairman of the executive committee and made public by President Wm. Sproule. The net income was a return of 3.77 per cent on the book value of road and equipment of lines in the transportation system, compared with 3.99 per cent in 1924. The average return for the past five years has been 4.04 per cent, or 1.71 per cent less than the fair return contemplated under the Transportation Act.

RISING COSTS According to the report increases in wages enlarged the company's expenses by \$1,615,000 while increases in prices of fuel added \$1,332,000 more. The average freight rate per ton mile on traffic carried by the company in 1925 showed a decrease as compared with 1924, the average revenue per ton mile being 1.382 cents in 1925 and 1.403 cents in 1924.

While the average rate paid by the public showed a decrease the public also gained in the amount of taxes received from the company, railway tax accruals for 1925 amounting to \$21,275,282, an increase over 1924 of \$366,237 or 1.75 per cent. The taxes for the year consumed 27.5 per cent of the net revenue from railway operations and almost equalled the total dividends paid to stockholders which were \$22,609,649. The average tax rate per mile of road in 1925 was \$1,609. More Rolling Stock

During 1925, Southern Pacific increased its equipment by 140 locomotives, 158 passenger train cars, 9,104 freight cars and 669 units of work equipment. The report also shows that the company besides sharing one-half the expense of 5,000 refrigerator cars ordered by the Pacific Fruit Express, is also adding to its own equipment in 1926, by construction at company shops or by purchase from outside builders, 48 locomotives, 61 passenger cars, 2920 freight cars and 11 units of company service equipment. The estimated cost of the rolling stock for 1926 thus far arranged for, including Southern Pacific's

one-half of the Pacific Fruit Express equipment amounts to \$20,500,000.

The company's investment in property devoted to transportation purposes is given as \$1,341,531,780, while the total investment of the company both in transportation property comprising its transportation system and in affiliated companies, is given at \$2,016,337,730.

The transportation property is listed as follows: 13,220 miles of first main track, 894 miles of additional main tracks, 5,407 miles of yard tracks and sidings, the company's terminals at Galveston, a ten-story office building in San Francisco, 2,440 locomotives, 2,927 passenger train cars, 79,170 freight train cars, 5,883 company service cars, 23 ocean steamships, four river steamships, 23 ferry and car transfer boats, 11 tugs, 73 barges and 18 other vessels, the whole forming a transcontinental system extending from New York via New Orleans and Galveston to San Francisco and to Portland, Oregon, with a line extending from Ogden to San Francisco.

READ THE WANTADS, PAGE 7

READ THE WANTADS, PAGE 7

### At Half Price

Deciduous fruit trees

Grape vines

Berry plants while they last



### FOR RENT

Folding Chairs  
Card Tables  
Wheel Chairs  
Vacuum Cleaners  
Electric Floor Polisher  
Sewing Machines  
Curtain Stretchers

Sierra Madre Furniture Co.

Blue 219 12-14 N. Baldwin

READ THE NEWS WANTADS



### The "Make-Up"

Of your Printing can either reflect credit to your business or make it "look cheap." A hodge-podge of type and cuts slapped together without careful thought of effect upon a reader, is anything but inducive to good results.

For Printing that is carefully planned, that bespeaks the best of typographical craftsmanship in both attracting and directing a reader's eye, patronize YOUR HOME TOWN SHOP

### SIERRA MADRE NEWS



### Lloyd L. Krebs, M.D.

Sierra Madre Office 90 E. Central  
11 a.m. to 1:30—Phone Main 60  
Pasadena Office, 461 E. Colorado  
Phone Colo. 630

### F. P. Miller, M. D.

Practice limited to diseases of the Lungs and Throat  
Appointments Made at Any Time  
Call Main 216

### GILBERT S. BOVARD, M.D.

Hours: 10 to 12:30  
Office 8 N. Baldwin—Phone Main 160  
Residence 159 W. Montecito Ave.  
Phone Black 47  
Secretary's Residence Phone Blue 26

### GEO.W.GROTH, D.O.M.D. Also MARY GROTH, D.O.

Office: Sierra Madre Hospital  
122 N. Baldwin Ave.  
Calls answered day or night  
Phones: Blue 144; (res.) Blue 73

### OSCAR SEILING

Teacher of The Art of Violin Playing  
Class Lessons \$10 per month  
Individual, \$4.00 per lesson  
Classes Now Forming  
500 Adams St., Sierra Madre  
For information and appointments call Black 56

### J. L. Woehler

Dentist  
Sierra Madre Hotel Building  
Telephone Blue 184

### May Culbertson Laidlaw

OSTEOPATHIC PHYSICIAN  
Hours by Appointment  
Office and Residence 83 North Sunnyside—Phone Green 43

### F. H. BOURNE, D.C., Ph.C.

Chiropractor  
Phone Green 90  
67 W. Highland  
By appointment only

### C. F. Stoddard, D.C., Ph.C.

CHIROPRACTOR  
Hours: 10 a.m. to 12:30; 1:30 to 5  
Tues., Fri. until 8 p.m.; Sat. until noon; 71 N. Baldwin; Blk 62

### Eyes Examined Repair Work

Dr. E. C. Pierpoint  
LENSES DUPLICATED  
Optometrist  
Phone F. O. 8400—Near Post Office  
2550 E. Col. St., Lamanda Park

### D. and J. Buchan

Plastering—Cement and Brick Work—Cesspools  
Blue 207-180 E. Montecito<br

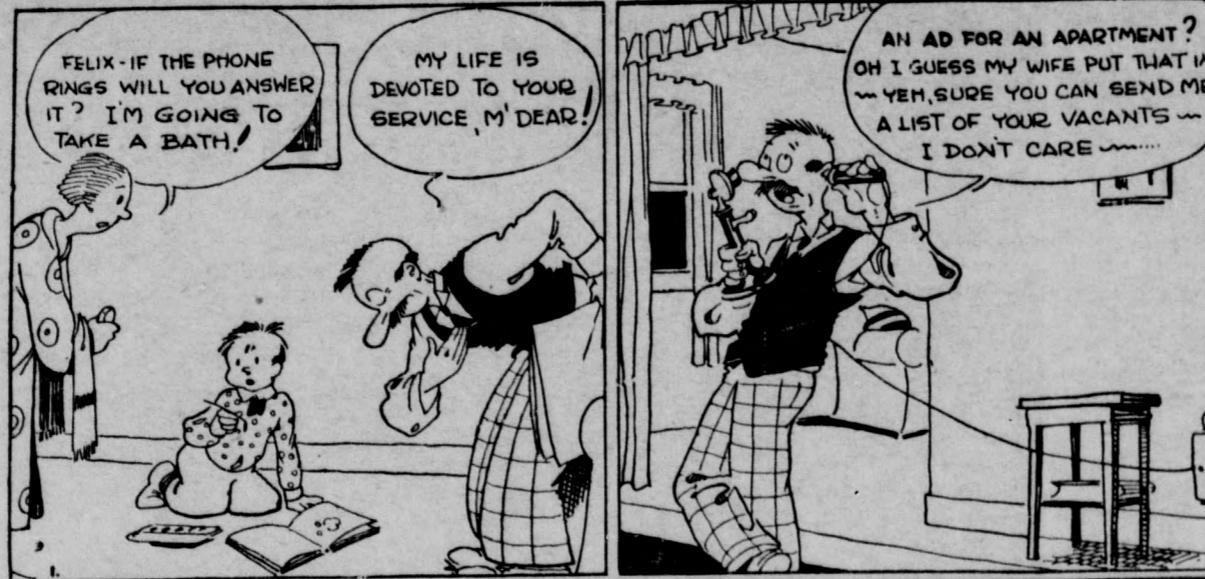
## Ole Hanson Plays Host To His Staff

Ole Hanson, developer of the Spanish Village of San Clemente, and promoter of various subdivisions in Sierra Madre, Los Angeles, Santa Barbara and elsewhere played host on Monday to 200 members of his business organization and friends. The whole company were given a day of unalloyed delight, with a steamy trip to Avalon, luncheon at Hotel St. Catherine and a good time from start to finish.

The expedition was strictly for good time purposes. Business was left at the office. There wasn't even any speech making.

It was a substantial looking crowd which gathered at the Wilmington pier to take the Steamer Avalon. Looking them over, it was not difficult to account for the sale of a million dollars worth of real estate since the first of December. But there was no thought of business in the good fellowship which prevailed all day. They danced in the ball room and romped all over the steamer. At Avalon they took in the sights

### THE FEATHERHEADS



with all the enthusiasm of a bunch of tourists. And nobody had any more fun out of the whole day's excursion than the host who was here, there and everywhere.

Sierra Madre members of the expedition were Mr. and Mrs. Ole Hanson, Jr., Mr. and Mrs. William Kirschner, Mr. and Mrs. Elmer Schneeburger, Fritz S. S. Hallberg, Mr. and Mrs. George B. Morgridge.

## Business In 12th Federal Reserve Dist.

Seasonal increases in industrial activity and volume of trade in the Twelfth Federal Reserve District were reported during March. Taking the business situation as a whole, there was some evidence that the amount of increase was slightly less than has been usual at this season in past years.

Volume of payment by checks (bank debits) in 20 principal cities of the district, a measure of business activity, increased 11.5 per cent during March as compared with February. The increase was smaller than the estimated normal seasonal increase between the two months, and this bank's revised index of bank debits, adjusted for seasonal variations, declined from 158 in February, 1926, to 150 in March, 1926 (1919 average, 100). In March, 1925, it stood at 134.

#### Production

Principal industries of the district for which segregated data are available reported seasonal increases of production during March. Building continued active and the value of building permits issued in 20 principal cities gave evidence of a large volume of prospective building. Available statistical and non-statistical data show that volume of employment increased during the month, and was at approximately the levels of a year ago.

The value of building permits issued in 20 principal cities of the district was 35.7 per cent larger during March, 1926, than during February, 1926, a seasonal increase, but was 9.8 per cent less than March, 1925. During the first quarter of 1926, a total of 30,404 building permits valued at \$92,187,817 was issued in the 20 cities. Estimated expenditures on the building program involved were 11.6 per cent smaller than similar figures for the first quarter of 1925. The lumber industry of the district cut, sold and shipped more lumber during March, 1926, than during February, 1926, or March, 1925. Volume of reporting mills during the month was 1.8 per cent larger and volume of orders booked was 6.0 per cent larger than was their production, so that stocks on hand may be presumed to have declined and volume of unfilled orders have increased.

The flour milling industry, as represented by 16 large milling companies of the district, increased its production by approximately 9 per cent during the month. Millers held slightly smaller stocks of flour and wheat at the close of the month than at its beginning. Volume of production during March, 1926, was slightly larger than in March, 1925, but was 24 per cent below the five-year (1921-1925) average for March. During March, 1926, average daily production of petroleum in California continued the decline which has been in progress for the past seven months, but was one per cent greater than in March, 1925. Indicated consumption of petroleum also declined during the month, continuing smaller in volume than production, and stored stocks in California increased to a new high point on March 31, 1926 (132,001,846 barrels). The effect of the destruction by fire during early April of a large quantity of stored oil will not be apparent until the figures for that month are available.

#### Agriculture Improved

The agricultural situation was greatly improved as a result of rains which fell over much of the district during the first weeks of April.

#### Trade

Trade at retail, as indicated by reports of 68 retail stores in 21 important cities of the district,

By L. F. Van Zelm  
© 1926 Los Angeles Times

### Cleaned at Poker, Perhaps



### Fraternal Notes

#### F. & A. M.

The May stated meeting of Sierra Madre Lodge No. 408 will take place next Tuesday night. H. E. Allen, master of the lodge, is anxious to have a large attendance, and gives a special invitation to sojourning Masons to come out and get acquainted.

A busy crew of members of the order appeared for real labor last Tuesday night, laying carpet and a variety of other work occupying a full evening until Chef Raymond Andrews called time and rewarded them with a splendid feed.

#### O. E. S.

The regular meeting of the Eastern Star chapter will take place next Friday night.

### MRS. FLINDERS BURIED HERE

### DEMAND FOR SUITS FROM OTHER TOWNS

Business houses which attract customers from out of town are a real asset to Sierra Madre. One of these is the Sierra Madre Tailors. Mr. Craig says the suits now being turned out by his partner, Mr. Delvecchi, are not only bringing him local customers for second and third suits, but these customers are bringing their friends and business associates who want to doll up in the same kind of attractive togs. The more the better.

**REAL ESTATE**—Finds its greatest market right here in the News Want columns. "What have you?"

## A COMMUNITY RESPONSIBILITY—

*To give the Sierra Madre Cemetery its annual cleaning up.*

Many lot owners are non-residents or unknown. Lots have been sold at prices which cannot provide perpetual care.

Will you help put these grounds in presentable condition before Memorial Day, as a matter of community pride? Contributions may be left with the

SIERRA MADRE NEWS

or with

J. N. HAWKS

Secretary of the

SIERRA MADRE CEMETARY ASSOCIATION



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